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Tricia Lewis
H-3622
Group Art Unit: 3622
Docket No.: B2745.0025/P0025

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Heidi Kay et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Art Unit: 3622

For: OPTIMIZED INTERNET ADVERTISING
USING HISTORY TO SELECT SITES

Examiner: J. W. Myhre

REQUEST FOR RECONSIDERATION OF FINAL OFFICE ACTION

U.S. Patent and Trademark Office
2011 South Clark Place
Customer Window, Mail Stop AF
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

Dear Sir:

In response to the Final Office Action dated February 2, 2004 (Paper No. 30), Applicant respectfully requests that the Examiner withdraw the outstanding Final Office Action in light of the Second Preliminary Amendment, filed in the above-identified patent application on January 22, 2004, not yet considered. The Examiner is respectfully requested to consider the Second Preliminary Amendment (copy attached hereto as Appendix A), issue a non-final Office Action, and restart the date for Applicant to respond.

The Examiner is also respectfully requested to direct all future mailings to the address below. A Change of Correspondence Address was filed on November 12, 2003. A copy is enclosed as Appendix B.

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FEB 23 2004

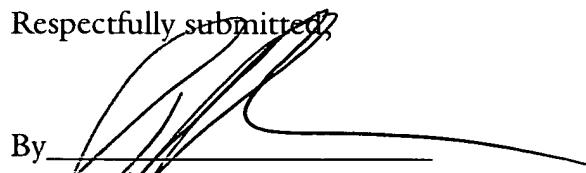
GROUP 3600

If the Examiner believes an interview would be of assistance, the Examiner is welcome to contact the undersigned at the number listed below.

Dated: February 20, 2004

Respectfully submitted,

By


Ian R. Blum

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IRB/mgs
Enclosure